

ARV 261 ADVERTISING DESIGN I

DIGITAL ARTS INSTRUCTIONAL PACKAGE

Course Prefix and Number: ARV 261

Course Title: Advertising Design I

Lecture Hours: 3

Catalogue Description:

This course is a continuation of graphic design I. This course will also be an introduction to the world of advertising.



Student Learning Outcomes:

- Create and apply simple and effective design principles.
- Target a specific audience with an understanding of how to use advertising.
- Effectively critique and discuss fellow classmates artwork using an artistic language.
- Manage time and deadlines.
- Handle multiple projects and subjects simultaneously.
- Be able to present artwork to potential clients in a professional setting.
- Describe, in detail, basic design theories.

Prerequisites or Co-requisites:

ARV 121 (Design) Minimum Grade of C and Credit

ARV 210 (Computer Graphics II) Minimum Grade of C

Required Materials:

9" x 12" sketch pad; various art materials; mounting board for completed project presentations;

Textbook: **Graphic Communication Today**, by William Ryan and Theodore Conover. Delmar Learning.
(ISBN 0-7668-2075-0)

YOUR COMMITMENT

Success in this course requires a serious commitment on your part. You must be committed to attending each and every class. You must be committed to coming to class with your homework and reading prepared and to be attentive in class. You must be committed to seeking help with your work if you find yourself in difficulty. The opportunity for success is available to you, and you must be committed to taking advantage of this opportunity.

Departmental Rules:

- In compliance with college policy, there is to be absolutely no eating or drinking in classrooms in the computer labs on the Conway, Georgetown, or Grand Strand Campuses.
- Professors will not accept "Extra Credit" work nor should students ask a professor to make "Extra Credit" assignments.
- Students should not expect that grades for any exam, quiz, assignment, or final exam to be "curved". Professors in the Computer Department do not curve grades.
- In the majority of courses in the Computer Department, students are expected to complete lab assignments outside of class unless directed by the professor. Class time is reserved for instructional purposes only.

- Your professor will not accept any assignment turned in past the due date and time.
- Students are prohibited from copying software from the college computers. Anyone found copying copyrighted software will be disciplined through the Dean of Students Office.
- Do not load personal software of any type on the computers in the labs including games or entertainment software. Systems are purged frequently of data files or unauthorized software.
- Users of the computers and network services, including Internet access, provided by the college are subject to monitoring. Users shall abide by the procedures and policy set forth by the college regulating information system use. Acceptable use is always ethical, reflects honesty, and shows restraint in the consumption of shared resources. If you are not sure whether or not what you are doing is allowed, ask your professor prior to doing it.
- **Cellular telephones, beepers, pagers and other electronic devices will be turned off prior to coming into class.**
- Turn off your computer when you leave the classroom. Your professor will show you the correct procedure.
- Show respect for other students by working in the lab and classroom in a professional manner.

STUDENT CONDUCT

To ensure a positive learning environment for all students, the Information Technology Department follows the Code of Conduct as outlined in the College Catalog. In accordance with the code, the Department expects students to:

- Show respect for other. (give complete attention and listen while others are talking, avoid arguing with instructor and classmates, avoid confrontation with others during classroom discussion, respect the opinions of others, keep conversations and questions focused on relevant course issues, avoid threatening behavior toward students and professors, use appropriate language, turn off electronic devices such as cell phones and pagers while in class.)
- Engage in classroom activities. (Avoid sleeping, actively participate, avoid doing personal work or other class assignments, exhibit positive attitude and interest in the class, use personal computers for note taking only.)
- Exhibit respect for college property. (Use equipment with care, avoid eating and drinking in classroom where prohibited, keep desk area neat and clean, be in classrooms at the start of class and stay until class is over.)
- Take ownership and responsibility for one's learning. (Complete assignments, be prepared to participate in learning, put forth effort to learn, ask questions, take responsibility for one's own actions, maintain scholastic honesty.)
- Show respect for authority. (Exhibit cooperation with the professor, avoid comments that show disrespect for the professor and their knowledge, select appropriate times to inquire about academic performance which may be outside the classroom, complete assignments on time and as directed by professor, address professors and "professor" or Mr. or Mrs. And not by first name or last name.)

Consequences for not following these guidelines are listed in the Code of Conduct in the College Catalog.

Plagiarism:

HGTC Student Handbook, Student Code, Section III, C, 2. "Plagiarism" is defined as the appropriation of any other person's work and the unacknowledged incorporation of that work in one's own work.

We as artist's are held to a high standard regarding our own artwork - it must be our own work with no exceptions. Taking someone's visual work and claiming it as your own is stealing. It will be not be tolerated and will be force the instructor to take action with administration.

Attendance:

A student at Horry-Georgetown Technical College is responsible for all course work and all assignments made in each class. Therefore, he/she is expected to attend regularly and promptly each class meeting in which he/she is enrolled. Students should limit absences to those that are unavoidable. An absence is defined as nonattendance for any reason, including illness, emergency or official leave. Due to the nature of the classes taught and the difficulty in making up missed assignments, the Computer Technology Department strongly encourages all students to attend every class.

The Department maintains a general attendance policy requiring students to be present for a minimum of 90% of classes in order to receive credit. For classes meeting 3 days per week, 5 absences are allowed. **For a class meeting twice a week, 3 absences are allowed.** Absences are counted from the first day of class. Students are responsible for all work missed. Students exceeding the absence limits will be withdrawn from the course with a grade of "W" or "WF", depending on their grade average at the time of withdrawal.

Tardy Policy:

Students are expected to be on time for each class. A student not present when roll is taken will be marked absent. See your professor after class. (Do not assume that the absence will be changed to tardy.) A second tardy will be charged as an absence. Materials are often distributed at the beginning of class. The professor will not stop class to accommodate a late student. **Students leaving class early without specific permission will be marked absent.**

Comments:

During class, students should not be entering anything into the computer unless the professor has requested that they do so. Students will not use the Internet nor play games, and no outside work will be done during class unless permission has been given. Professors will normally act as a facilitator to help each student learn course concepts. This means that quite often a question by the student will be met with a question by the professor in order to help the student reach their own answer. Students should always do their own work. Copying of assignments will not be tolerated, and both the copier and the supplier will receive grades of zero.

Course Withdrawal:

Students missing the 1st two class meetings will be administratively dropped unless prior arrangements are made with the course professor.

Oct 29 is the last day to withdraw and unconditionally receive a grade of W. Withdrawal after this date will result in a grade based upon your work to the date of withdrawal.

Make-up Policy:

Students are responsible for timely make-up of all assignments missed while absent.

Only one test per semester may be made up if the reason for doing so is valid and if the following procedures are followed:

- Call the professor or office before the test period.

- Arrange a time suitable to the professor to make-up the test. (The make-up test will probably be a different test from that taken on the originally assigned date).
- A make-up test will be allowed only for justifiable reasons and will be done only if the professor deems the reason to be acceptable.

Instructor Late Policy:

If an instructor has not arrived in the classroom within 10 to 15 minutes of the scheduled class start time, and prior arrangements have not been announced, the students should contact another instructor in the department to determine what the cause might be. Class is NOT dismissed until the students are officially notified by someone in the department.

GRADES:

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The grade for the course will be based upon the following activities:

Projects 55%	Projects will be assigned at regular intervals during the semester.
Mid-term / Final 15% each	Students will be given both a written mid-term and final exam based on material in the textbook, as well as a practical portion
Portfolio and Online Portfolio 15%	Students will be required to submit a final portfolio presented in a professional way. Students will also be required to submit a digital portfolio. <u>Both will be due at the end of the semester.</u>

Projects (7)	55%
Midterm Exam	15%
Final Exam	15%
Portfolios	15%
TOTAL	100%

*In keeping with the grading policy Horry-Georgetown Technical College, grades will be assigned in the following manner:

A 90-100 B 80-89 C 70-79 D 60-69 F Below 60

TENTATIVE SCHEDULE:

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Date	Activities:
Week 1	Aug 23-27 Introduction, Syllabus, D2L Learning System Chapter 1: Visual Communication Project 1: Logo Design Assigned
Week 2	Aug 30-Sep 3 Chapter 3: Type, The Basic Ingredient
Week 3	Sep 6 Labor Day - No Class Sep 6-10 Chapter 4: Creative Typography Sep 8 Project 1: Logo Design Due Project 2: Poster Design Assigned
Week 4	Sep 13-17 Chapter 5: Design Shaping Media Architecture
Week 5	Sep 20-24 Chapter 7: Art and Illustration Sep 22 Project 2: Poster Design Due Project 3: 2 Color Brochure Assigned
Week 6	Sep 27-Oct 1 Chapter 8: Photography, the Magic of Light Writing
Week 7	Oct 4-7 Midterm review Oct 6 MIDTERM: Chapters 1, 3, 4, 5, 7, 8
Week 8	Oct 11-15 Chapter 6: Color: The Wonder and Resonance Oct 13 Project 3: 2 Color Brochure Due Project 4: Direct Mail Campaign Assigned
Week 9	Oct 18- 22 Chapter 14: Magazine Design and Redesign
Week 10	Oct 25-29 Chapter 12: Identity and Collateral Materials Oct 25 REGISTRATION OPENS FOR SPRING 2010 Oct 27 Project 4: Direct Mail Campaign Due Project 5: Magazine Advertisement Assigned
Week 11	Nov 1-5 Chapter 16: Delivering the News: Newspaper Design and Redesign Nov 3 Project 6: Newspaper Advertisements Assigned
Week 12	Nov 8-12 Chapter 13: Advertising Design Nov 10 Project 5: Magazine Advertisement Due
Week 13	Nov 15-19 Chapter 17: New Media: The Internet, Websites, Interactivity, Animation Nov 17 Project 7: Online Banner Campaign Assigned Project 6: Newspaper Advertisements Due
Week 14	Nov 22 In Class Work Day Nov 23-26 NO SCHOOL - THANKSGIVING HOLIDAY
Week 15	Nov 29-Dec 3 Building Your Portfolio / Building a Resume Dec 2 Project 7: Online Banner Campaign Due
Week 16	Dec 6 Last Day of Class FINAL PORTFOLIOS DUE FINAL EXAM REVIEW
	Dec 8-14 FINAL EXAM